

Keith O'Brien Company

WE ARE SHOWING NEW GOODS, BOUGHT FOR THE NEW STORE

NEVER IN ANY SEASON SINCE THE STORE FIRST OPENED HAVE STOCKS BEEN SO ENTIRELY NEW. WE KNOW AND SO DO YOU, THAT OUR REMOVAL SALE AND OUR FINAL SALE PRETTY NEARLY STRIPPED THE STORE OF MERCHANDISE. NEW STOCKS NOW FILL IT—SO, IT'S NEW GOODS YOU ARE GETTING WHEN YOU COME SHOPPING TO KEITH-O'BRIEN'S.



The clothes store for vociferous boys and girls—active, healthy, playful youngsters.

WE DON'T BELIEVE ANYBODY CAN MAKE BETTER CLOTHES, AND THE WHYS AND THE WHEREFORES

Ivan Frank clothes for boys took the country by storm thirty-one years ago.

Since 1882, boys who wanted something nicer than the ordinary turned to that make. And year after year the manufacturer learned more and more about boys' clothing. Specialization along one line becomes a science—so in the clothing for boys which we sell, we know to a certainty that there are no better clothes made.

You see, every garment is made in factories which the manufacturers own and under their personal supervision, as well as under the most favorable sanitary conditions.

The factories are situated in premises which afford windows on every side, ensuring perfect light and good air. Skilled labor is employed, which permits the carrying out of the minutest detail. Examiners pass only perfectly made clothes. As the manufacturers pay labor by the week, there is no haste, no speed, no slighting—careful, thoughtful work. All wools used are cold water shrunk.

And that sort of thing tells in boys' clothing—tells in the looks, in the way a suit lasts.

The accomplishment of these important details plus harmony and organization renders a perfect product. So, as far as the human brain can devise and human hands execute, the clothes for boys which Keith-O'Brien sells are subject to the fullest guarantee.

The manufacturers are emphatic in their guarantee. They insist on Keith-O'Brien offering the same strong guarantee.

Highest Art in Clothes Construction

MADE IN NEW YORK EVER SINCE EIGHTY-TWO

COATS: The collars and lapels are cross-stitched, and padded to insure lasting shape. Hair-cloth and superior quality shirred canvas are used all down the front. This will not allow the garment to sag or crease. Stays at pockets and fasteners from shoulder and side seams. In this way the pockets cannot tear, bulge or sag. All seams are taped and sewed with silk (twice) to insure against ripping, tearing and the hard usage given by all boys. All of our pockets have bar tacks to prevent tearing out.

TROUSERS: Every seam where any strain is felt is taped and reinforced. Every pair of pants is cut whole, no piecing in crotch. Canvas used between waistband and cloth guarantees firmness, and the best waistbands known to the trade are used. All buttons are sewed and removed by examiners. Pockets are also bar tacked. All trousers are full lined.

OVERCOATS: The same rule applies to all garments. Every detail is taken care of in each department. All garments are cut extremely full to allow the freedom of the continual growth of the boy wearing them.

New Stock ---All New

VEILINGS, NECKWEAR, HANDKERCHIEFS, RUFFLINGS, LACES AND TRIMMING, ALLOVER EMBROIDERIES.

Most surprising demand for Rufflings in all widths—cream, white and ecru, and at all prices. Every few days a new shipment comes in.

Our new and beautiful fall stocks of Veilings, Neckwear and Handkerchiefs occasion words of praise.

Complete new stocks of Laces and Trimmings, including all the late novelties, await your inspection—and inspection means a desire to buy.

A new shipment of all-over embroideries in dainty patterns—used so much for infants' dresses and semi-made baby bonnets—has just reached the store.

Real Hungarian Hand-Embroidered Pieces

Table covers, center pieces and scarfs.

Of course they are unique, and then one doesn't see decoration of this kind every day, for it is the first time Hungarian work has been sold in Salt Lake.

The pieces wear like iron and when they go to the laundry they come back like new. The price run from 75c to \$2.25.



Millinery

JUST ARRIVED—A NEW SHIPMENT OF GAGE PATTERNS AND TAILORED HATS.

On display Monday with a splendid assortment of fine models and trimmed hats from our own workrooms.

Indestructo Trunks Conceded to be the most substantial trunk made.

D. F. Robertson, Los Angeles, manager steamship department for the Citizens' Trust and Savings Bank, says:

"I have made six trips around the world. On the last four of them, covering 105,000 miles, an Indestructo trunk was used and it is in good condition today."

Before purchasing an Indestructo trunk, Mr. Robertson used the best of other makes, but always had to purchase from one to three trunks for each trip.

Keith-O'Brien Co. invites your attention to the Indestructo trunk, as well as other kinds.

These, including hand luggage, are carried in the Furniture Section.

Downstairs

The Bargain Basement has been reopened with a brand new stock of goods.

Hairdressing, manicuring, children's hair cutting, chiropody, face massage, scalp treatments, etc., on the third floor. Take elevator.

New Suits

Pass the word along that some special priceings are the order on our new fall suits for women—each distinctly correct in style, each carrying the excellence of material, graceful line, detail and workmanship—each with the Keith-O'Brien individuality, sought after by so many tasty dressers.



Mannish tailored Serge Suits in navy and black; strictly man tailored; buff edge finish, Pasha de Cygne lined; new model skirts, priced for quick selling at \$22.50.

Braid bound cutaway developed in men's wear serge; comes in navy blue, black and brown; the coat is in the new long length. This is one of the smartest suits of the season. \$35.00.

We have just received a new shipment of suits, among which are some stunning velvet models in the new long coats; also handsome broadcloth suits. All the wanted shades—golden brown, seal brown, navy blue, Hague blue, taupe and black. These are the latest developments from the fashion center. Prices range from \$35.00 to \$97.50.

Suit for young miss in dark mixtures, with hat to match—cost made in the box Norfolk style. \$15.00, including hat.

Handsome novelty cloth Norfolk Suits—brown, blue and taupe; small sizes only. Very smart. \$25.00.

New Rugs Special Prices

Don't mistake the meaning of the first line—in importance it is equal to the second.

New Rugs, new patterns, new assortments—and new prices for a few days.

What more interesting news do you want? For this news concerns your home and the economy of home.

We are showing only new rugs, and you will note they are Wiltons and Saxons and Tapestries and Axminsters—all the well known standard makes.

RUG SPECIALS

9x12 Wilton \$75.00, for.....	\$57.50
9x12 Wilton \$65.00, for.....	50.00
9x12 Wilton \$55.00, for.....	40.00
9x12 Saxony \$75.00, for.....	52.50
8 1/2 x 10 1/2 Saxony \$70.00, for.....	50.00
9x12 Tapestry \$22.50, for.....	17.50
9x12 Tapestry \$20.00, for.....	14.75
9x12 Tapestry \$17.50, for.....	13.50
36x63 Wilton \$12.50, for.....	9.75
36x63 Wilton \$10.00, for.....	7.50
36x63 Saxony \$8.00, for.....	6.00
36x63 Saxony \$12.50, for.....	9.00
36x72 Axminster \$5.50, for.....	4.00
27x54 Wilton \$8.50, for.....	6.75
27x54 Wilton \$7.00, for.....	5.25
27x54 Saxony \$7.00, for.....	4.50
27x54 Saxony \$3.50, for.....	2.75
27x54 Axminster \$3.50, for.....	2.50

New Silks

Our stock of new silks for dresses, waists, costumes, etc., is now replete with the latest novelties and most dependable qualities in staple silks. Of new silks only is particular mention made.

HEAVY CORDED BENGALINE

36 inch, in a heavy corded effect. Elegant silk for long coats, and tailored suits. In shades of Navy, Copenhagen, Tan, Gold, White and Black. \$2.00 yd.

HEAVY COATING SILKS

36 inches wide, heavy Ottoman weave, in two-tone colored combination effects, richest of colorings, some have reversible backs. \$1.95 yd.

SILKS THAT ARE RIGHT—THE MOST POPULAR IN PRESENT USE

Creme de Chines, Crepe Meteor and Charmeuse. Not only beautiful in themselves, but having a softness and a certain clinging grace which makes them particularly suited to the modes, in all of the wanted shades, 40 to 44 inches wide. \$2.00, \$2.50 and \$3.50 a yd.

42-INCH PALM CREPES

In plain colors and self-color brocades to match. This is a firm cloth, a supple texture, one of the newest fabrics for dressy gowns. \$4.00 yd.

Night Gowns and Petticoats

Women's and Children's Outing Flannel Night Gowns, in blue and white and pink and white striped, also plain white, trimmed in colors, in all sizes. 95c to \$2.25.

A new line of Black Petticoats in a very good sateen with tucked and pleated flounces. Regular \$1.75, for \$1.25.

A Peerless Sale of Linens

Another victory for our linen department.

A purchase of fine Irish Satin Damask Table Cloths and Napkins, the benefits of which we will share with you.

All pure linen Irish satin damask. Circular designs for use on round tables—seven patterns that are the very latest and the prettiest we have ever shown. The cloths come in three sizes and the napkins in the dinner size.

2 x 2 yard cloths \$3.00 each. Reduced from.....\$4.25
2 1/4 x 2 1/4 yard cloths \$4.25 each. Reduced from.....5.50
2 1/2 x 2 1/2 yard cloths \$5.50 each. Reduced from.....7.75
24 x 24 inch napkins \$4.25 dozen. Reduced from.....5.50

Heavy silver bleached Table Cloths and Napkins—the lasting kind and for which there is much demand for ordinary home use.

One pattern only, spot center with key border.

70x71 inch cloths \$2.25 each. Reduced from.....\$3.00
22x22 inch napkins \$3.00 dozen. Reduced from.....4.00

Bed Spread—Fine satin spread with scalloped edge and cut corner; absolutely no dressing; extra large, 68x98 inches; four designs to select from. A real \$6.00 spread for \$4.75 each.

La Vida Corsets

Are distinctly Parisian in conception, and peculiarly American in execution, and certainly Keith-O'Brien in style, which perfect union of ideas, with supreme art-craftsmanship produces a patrician, classic standard whose excellence is a challenge for world comparison.

La Vida lines bespeak the latest word in fashionable shapings—their distinctness of fabric, resilience of boning, comfort and wearing qualities, make them well-nigh irresistible to the woman of taste.

The fashionable creation of La Vida Corsets is expressed in all that goes to make up a perfect product. Each La Vida model is made for a specific purpose; every line, gore and seam is the concrete expression of a definite reason. Every fabric entering into La Vida Corsets is tested for strength, intended for service, and the supreme combination of material, workmanship and style are continually maintained.

La Vida Corsets are modeled months ahead for the American woman, the most fastidious and discriminating dresser in the world, and La Vida Corsets can be safely selected, and are the latest and best in corset fashioning.



PHOENIX GUARANTEED SILK HOSE FOR WOMEN

This guarantee accompanies each four pair box of Phoenix Silk Hose. Any pair in the box which wears holes within three months from date of sale will be replaced with a new pair absolutely free, if such defective hose is thoroughly laundered and returned with the proper guarantee coupon. Price for a box of four pair, \$3.00. Also four pairs in a box—a better grade—for \$4.00.

\$1.25 Gloves for \$1.00

1 Clasp English cape, Paris point stitching—tan, red tan and gold brown. \$1.25 quality, \$1.00.